

FIT Summer Program 2013

Course Descriptions

I. Cosmetics & Fragrances

The Cosmetics and Fragrance Marketing part of the FIT program will focus on the close relationship between fashion and beauty. Students will learn the essentials of developing and marketing cosmetics and fragrances and how this ties into global fashion. The focus of the individual classes will be:

1. Fragrance development and marketing - creating the fragrance triangle
2. The Global cosmetics consumer
3. Beauty retail - how we sell beauty products
4. A Sephora Case study
5. Creating, analyzing and marketing skin care
6. Beauty goes green

II. Marketing

The Marketing part of the FIT program will focus on current retail statistics and challenges facing retailers today. Internationally renowned retailers will be studied to make the points more understandable. At the end of the first week, a very short survey will be given to students to analyze their shopping behavior related to one of the topics.

Topics will include:

1. A definition and explanation of what constitutes being a retailer
2. 5 important changes in the nature of retailing and connecting with the consumer:
 - a. Social Commerce: Turning a "like" into a sale is predicted to be a \$30 Billion dollar business by 2015
 - b. Local Commerce: According to recent surveys more than 50% of all retailers report that localizing their assortments will give them a competitive advantage.
 - c. Mobile Commerce: Smart phone sales with top \$1.5 Billion dollars by 2016
 - d. Showrooming: Customers using mobile technology to scan bar codes in a store then going on line to buy the same item cheaper.
 - e. Collaborative Consumption: Renting designer apparel instead of buying it.
 - it. What effect can this have on brick and mortar retailers?
3. Branding Your Retail Operation - How important is branding for the success of a retailer today?
 - a. How do you create that brand
 - b. What is the difference between good branding and bad branding
 - c. How does this effect the retailers longevity and success
 - d. Profiling specific consumers to target: Good or Bad marketing?

- e. Successful brands at retail.
 - f. Product positioning and competitive analysis/SWOT
4. Omni Channels and today's retailer
- a. Brick and mortar retailers vs. all the new channels
 - b. Department Stores vs. Specialty Stores
 - c. E commerce and M commerce
 - d. Mail order catalogs
 - e. Company owned stores
5. Store Layout
- a. Best way to brand a store is to get people amazed when they walk in. Most customers form an opinion within seconds of entering a store on whether they are going to shop or not. This same idea is true for websites and all other retailers.
 - b. Interior layout of stores: the important placement of everything from wrap desk to displays to sale merchandise. This concept has even greater significance for on line retailers to reduce "shopping cart abandonment."
 - c. What is the difference between Shopping Customer and a Destination Customer? Their buying behavior and travel patterns? And how does this effect the sale of inventory and create greater productivity per square foot.
6. Merchandising Strategies Across All Platforms:
- a. Pricing Strategies
 - b. Marketing Strategies
 - c. Social Media
 - d. The retailers public image

III. Fashion Design

The Fashion Design and Sustainability portion of the program will focus on the design and creation of products with a view to understanding the impacts of the material decisions we make through design. The participants will learn about the diversity of the marketplace, the processes of design from concept to finished product, and gain a deeper understanding of the sustainability and impacts of the choices we make as designers, through the process of design. There will also be a workshop on design basics from concept to collection.

Topics will include:

1. Market

An overview of the design process from concept to collection. Sources of inspiration, and interpretation of inspiration to product, along with the various segmentations of the market place and overlap of consumer base.

2. Sustainable Fashion

What is cutting edge eco fashion, who's doing it and how are they doing it? What sets eco

fashion apart are the individual stories behind the brands; an overview of the brands with compelling stories.

3. The Hidden Price Tag of Fast Fashion

Who's really paying the price for cheap product? What are the impacts of selling to the bottom of the pyramid?

4. Hands on project to develop a conscious collection.

5. Advisement for Students interested in Fashion Design and the proper Development of their portfolio's for a successful application.

IV. Textile

The Textile portion of the program will be geared toward supporting the creation of products that will enter the design process, and then move through the retail supply chain to the consumer. The program participants will learn about fabric, the raw material of fashion and performance products; and have a deeper understanding of sustainability within the textile complex. There will also be a workshop on basic fabric analysis.

Topics include:

1. Textiles

The Necessary Ingredients toward becoming Better Fashion Designers and Merchandisers- Understanding the Textile Supply Chain

2. Fabric Considerations

Utilizing Aesthetics, Performance, and Cost Attributes: How they Work Together to Create a Focused Product that Consumers Want

3. The Fabric Portion of your Project: Knits or Wovens?

Identifying Relevant Fabric Properties, for Apparel, Home Furnishings, or Performance

4. Textile-Based Products by Projecting to the End Use, including Fabric Analysis

Building Relevant Fiber Properties into Fabric Properties, to create an End Product Suitable for Its Intended Use

5. Color Management, Color Application, and Color Performance

Cotton Sustainability and Fiber Innovation in the Textile Complex

6. Advisement for Students interested in Textile Development and Marketing Major